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June 18, 2010

Chairman Julius Genachowski  
Commissioner Michael J. Copps  
Commissioner Robert M. McDowell  
Commissioner Mignon Clyburn  
Commissioner Meredith Attwell Baker

Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

I am writing to you today to support the proposed joint venture between Comcast and NBC.

As Founder and CEO of TargetCast tcm, a member of the American Association of Advertising Agencies' Media Policy Committee and Eastern Regional Board of Directors and former Chairman of the Advertising Club of New York I am intimately involved with the advertising community and have seen many changes over the years. I look forward to the changes possible with this proposed merger.

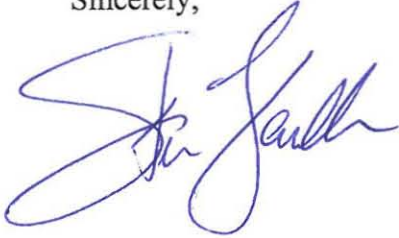
Our company offers a complete portfolio of services to clients seeking effective media strategies, implementation and management. We offer a full array of total communications planning including, DRTV, digital and multi-cultural media. Our clients are blue chip national and local marketers.

In 34 years in advertising I've seen many mergers that "roll-up" like minded assets. The Comcast / NBC joint venture has the ability to merge complimentary services, bringing new applications to the marketing and advertising business. More channels with niche focuses appear everyday. More applications for the web, which can be accessed at your computer and on your mobile phone, are created every minute. This means there are more challenges than ever to reach the right customers.

By placing highly-valued content and distribution under one roof, Comcast and NBC will be better able to provide advertisers what they want; namely, the ability to better reach the "right" audience, to create an interaction between that audience and our customers, and to develop more reliable metrics that will show, for the first time in the history of television, exactly how many viewers are viewing and reacting to an ad. Comcast's forays into On Demand video and now streaming online video ensures consumers will have a chance to catch up with their favorite shows on their own time, however, it also presents the challenge to our clients when attempting to find and interact with this ever more specialized and "on the move" audience.

The innovative partnership between Comcast and NBC shows that they are anticipating changes in the market and striving to meet new challenges. I am happy to work with companies that are willing to adapt. My company constantly strives to adjust to our clients' needs and the audiences we try to reach and when a network and cable provider does the same, I know they understand our important work. I truly believe that the Comcast-NBC partnership will be a boon for our industry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Lauer". The signature is fluid and cursive, with the first name "Steve" and last name "Lauer" clearly distinguishable.